

## ABSTRACT

[0032] A system and method of generating data sets associated with an entity is provided. The method includes determining when the entity selects a first service or product. The method further includes generating a first data set having a first attribute associated with the first service or product. The method further includes determining when the entity selects a second service or product. The method further includes generating a second data set having a second attribute associated with the second service or product. Finally, the method includes generating a third data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.